

Roll No.

Total No. of Pages : 02

Total No. of Questions : 15

MBA (2012 & Onward) (Sem.-3)
ADVERTISING MANAGEMENT
Subject Code : MBA-902
Paper ID : [C1197]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

- 1. SECTION-A contains SIX questions carrying FIVE marks each and students have to attempt any FOUR questions.**
- 2. SECTIONS-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.**
- 3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.**

SECTION-A

1. **What are the objectives of advertising?**
2. **What is DAGMAR?**
3. **What is puffery in advertising?**
4. **What is comparative advertising?**
5. **Explain pre-testing and post testing of advertising.**
6. **Write a note on copy writing in print advertising.**

SECTION-B

UNIT-I

7. Define Advertising. Discuss various forms of advertising with the help of advertising.
8. Describe Integrating Marketing communication. What are the key features of IMC? Explain with the help of examples.

UNIT-II

9. Explain the concept of perception. Differentiate absolute and threshold limits. Also discuss the application of these two concepts in advertising.
10. Define media planning. Discuss the process of media planning with the help of an example.

UNIT-III

11. Define advertising appeal. Discuss various types of advertising emotional appeals.
12. What is advertising layout? Discuss various layout forms of print advertising.

UNIT-IV

13. Define advertising effectiveness. Discuss various methods of measuring advertising effectiveness.
14. Discuss various functions of advertising agency.

SECTION-C

15. Answer the question given at the end of Case study :

Internet major Yahoo India today said the advertising industry should not underestimate the power of online media, which can be used to reach to the targeted consumers "The consumers have moved online but the advertisers haven't," remarked Yahoo India MD Arun Tadanki, participating in the business conclave on the eve of Goa Adfest's fifth edition, that would be kicked off here tomorrow. Participating in the panel discussion on the advertising industry, Tadanki said that online media, which is having maximum reach, is not getting the proper share on the advertising front. "English newspapers have 16.7 million readers while internet has 49.6 million readers but the advertisement revenue is Rs 6,800 crore for newspapers while Rs 650 crore for internet" Tadanki said The Yahoo officer was presenting aspirations of online media in the panel discussion which had industry leaders including Piyush Mathur of Nielsen South-Asia Shiv Moulee of Millward Brown, Rajaram Narayan of Hindustan Unilever and Piyush Pandey of O&M participating in it. Tadanki said that there is a wrong notion that internet readers are spread in major metros. "The study has revealed that only 34 percent of internet users are from top eight metros," he said adding, also there are 22 million users in 25 years plus segment. "Overall 80 per cent of the people who walk for test drive in a car showroom say that they are internet users but just three percent of ad revenue by car companies is given on online advertising," he said. Similarly, 62 per cent of consumers for insurance company have their email account but only 0.7 per cent of the budget is invested online, he added. He said that the advertising industry should pay serious attention to internet advertisement. "Understand the media and strength of internet Pay attention to digital creative output and move with consumers," Tadanki suggested "It is possible to meaningfully communicate brand through internet," he added.

Question :

1. In the light of above discuss opportunities and challenges of internet advertising in India.